

New Order

Agency: Butler Till Media Services
Office: Rochester
Client: 51 - Cookfair Media
Product: 877 - O'Mara for NYS Senate
Piggyback Product:

Station: WYDC-TV
Order Type: Normal
Cancel Date:

Flight Start: 09/20/2016
Flight End: 10/03/2016
Hiatus:

Estimate:	3307 - O'Mara for Senate Elmira TV&Cable Tu 9.20-Mo 10.3	Received in ePort:	9/16/2016 2:43:20 PM
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Airtime Dollars:	\$1,500.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$1,500.00
Total Spots:	3

Primary Demo:

Local/National:	Local
Rep Office:	WYDC-TV
AE:	Ericka Washington
Phone:	
OrderID:	5400494
Status:	Pending Review

Demo 2:	
Demo 3:	
GRP:	0.00
CPP:	\$0.00
GIMP:	0
CPM:	\$0.00

Comments: Scheduled weeks to run Tuesday - Monday.
Separation: 30

Terms of Sale: Review and confirm acceptance of this order through EPort.com. This ensures that both parties agree to the rates highlighted and flight dates. This insertion order supersedes any other agreements between the parties. If for any reason a spot fails to run as ordered please submit proposed makegoods via Eport for review and acceptance by Butler/Till. If station fails to adhere to the makegood policy and does not gain approval on schedule changes, Butler/Till will not be held liable for payment on unauthorized schedule changes. In an effort to streamline the invoicing and payment process, Butler/Till subscribes to a number of EDI services. Below are our SPOT schedule accounts:

- eMediaTrade – EMT12071
- Marketron – 137688
- Radioinvoices.com – 9913756
- Tvinvoices.com – 9914325
- Spotdata – 1841

If you are unable to sign up with any of services above, please email invoices to accounting@butlertill.com. Please note invoices cannot be paid without receipt of station affidavit. Unless otherwise set forth in writing by the Agency, Media agrees to hold the Agency solely liable for payments of all media charges incurred on behalf of the Advertiser to the extent the Advertiser has made payment to the Agency for such media charges. For charges owing but not yet paid to the Agency, Media agrees to hold the Advertiser solely liable.

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots				
						9/20	9/27		Rtg	CPP	Imp	CPM
1	Su 1P-4:25P NFL 9/25 Bills & Cardinals	PT	\$500.00	C	30	2	0	2				
2	Su 1P-4:25P NFL 10/2 Jets & Seattle	PT	\$500.00	C	30	0	1	1				
Total Spots:						2	1					
Cash\$ - Spots: \$1,500.00 - 3 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$1,500.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00												